

THE CLAIMS ARE:

1. A semi-hard dentifrice comprising:

a primary base material;

sodium benzoate as a preservative;

5 sodium coco-sulfate and a mixture of wheat gluten proteins and

potassium cocoate as a foaming material;

cleansers;

strengthening materials to promote tensile strength including vegetal-based

sodium stearate and vegetal based stearyl alcohol;

10 a whitening material to whiten the teeth;

an absorption material to absorb moisture that forms on the dentifrice; and

sodium bicarbonate to provide a gentle abrasive action.

2. A semi-hard dentifrice according to claim 1 wherein the cleansers include sodium coco-sulfate.

15 3. A semi-hard dentifrice according to claim 1 wherein the cleansers include sodium chloride.

4. A semi-hard dentifrice according to claim 1 wherein the cleansers include sea salt.

20 5. A semi-hard dentifrice according to claim 1 wherein the primary base material is glycerin.

6. A semi-hard dentifrice according to claim 1 wherein the primary base material is glycerith-26.

7. A semi-hard dentifrice according to claim 1 wherein the primary base material

is glycerith-31.

8. A semi-hard dentifrice according to claim 1 wherein the semi hard dentifrice further includes a flavoring.

5 9. A semi-hard dentifrice according to claim 1 wherein the semi-hard dentifrice further includes Mentha piperita leaf oil as flavoring.

10. A semi-hard dentifrice according to claim 1 wherein the semi-hard dentifrice further includes a coloring agent.

11. A semi-hard dentifrice comprising:

a primary base material in a percentage range by weight of 38.40 to 45.40;

10 sodium benzoate as a preservative in a percentage range by weight of 0.07 to 0.13;

sodium bicarbonate as a gentle abrasive in a percentage range by weight of 2.10 to 3.90;

calcium carbonate as a cleansing agent in a percentage range by weight of 15.00 to 24.00;

15 sodium coco-sulfate and a mixture of wheat gluten proteins and potassium cocoate as a foaming agent in a percentage range by weight of 4.50 to 7.50;

a wax in a percentage range by weight of 0.21 to 0.39;

strengthening materials to promote tensile strength including vegetal based sodium stearate in a percentage range by weight of 5.00 to 9.00 and vegetal based stearyl

20 alcohol in a percentage range by weight of 0.56 to 1.04; and

cleansers in a percentage range by weight of 0.98 to 1.82.

12. A semi-hard dentifrice according to claim 11 wherein the cleansers include sodium coco-sulfate in a percentage range by weight of 0.70 to 1.30 and sodium

chloride in a percentage range by weight of 0.28 to 0.52.

13. A semi-hard dentifrice according to claim 11 wherein the primary base material is glycerin.

5 14. A semi-hard dentifrice according to claim 11 wherein the primary base material is glycerith-26.

15. A semi-hard dentifrice according to claim 11 wherein the primary base material is glycerith-31.

16. A semi-hard dentifrice according to claim 11 wherein the semi-hard dentifrice further includes a flavoring.

10 17. A semi-hard dentifrice according to claim 11 wherein the semi -hard dentifrice further includes a coloring agent.

18. A semi-hard dentifrice comprising:

glycerin in a percentage by weight of 41.40;

sodium benzoate in a percentage by weight of 0.10;

15 sodium coco-sulfate in a percentage by weight of 1.00;

sodium chloride in a percentage by weight of 0.40;

beeswax in a percentage by weight of 0.30;

stearyl alcohol in a percentage by weight of 0.80;

sodium stearate in a percentage by weight of 7.00;

20 monoammonium glycyrrhizinate in a percentage by weight of 0.50;

titanium dioxide in a percentage by weight of 5.00;

calcium carbonate in a percentage by weight of 19.00;

aluminum starch octenylsuccinate in a percentage by weight of 14.00;

sodium bicarbonate in a percentage by weight of 3.00; and
wheat gluten proteins in a percentage by weight of 6.00.

19. A semi-hard dentifrice according to claim 18 wherein the semi-hard
dentifrice further includes a coloring agent.

5 20. A semi-hard dentifrice according to claim 18 further
including Mentha piperita leaf oil in a percentage by weight of 1.50.